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automotive FLEET

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

- Small-Fleet Management
- Luxury Cars and Limos
- Convention Reviews

JULY 1985 VOL. 24, NO. 9

automotive FLEET®

THE MANAGEMENT MAGAZINE FOR CAR AND LIGHT TRUCK FLEET OPERATORS

Influencing the management of 4,584,000 cars and 1,970,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.

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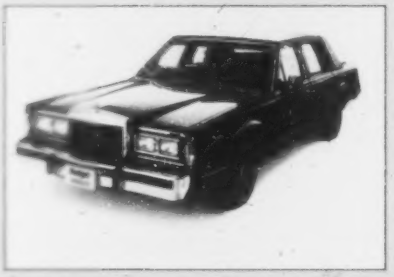

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On our cover: With fleets becoming more committed to four cylinders, cars such as the Pontiac Grand Am are becoming fleet favorites. Nelson Karney (left), director of Pontiac's fleet sales, and J. Michael Losh, General Motors vice president and Pontiac general manager, are sure the new four-door version will see even greater fleet use.

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Calendar

JULY

16-19 — National Vehicle Leasing Association course: The Foundations of Leasing Seminar, Hotel Utah, Salt Lake City, UT.

21-26 — Wharton Certified Fleet Manager Program, Course One, workshop developed by Wharton School of the University of Pennsylvania and the NAFA Foundation, Philadelphia, PA.

27-28 — Buzz Doering Automobile Leasing Seminar, City Line Marriott, Philadelphia, PA. For other dates in other cities, call (414) 367-6700.

AUGUST

4-7 — NAFA's Law Enforcement Seminar and Workshop, Salt Lake Sheraton, Salt Lake City, UT.

5-7 — Amembal & Isom Seminar Series on Leasing: The Creative Financial Alternative, New York, NY. For other leasing seminars in other cities, call (801) 484-8555.

SEPTEMBER

9-12 — National Association of Fleet Administrators' Automotive Systems and Maintenance Technologies, Course 80, Adam's Mark, Kansas City, MO.

12-13 — National Association of Fleet Resale Dealers, Sheraton Park Place Hotel, Minneapolis, MN.

18-19 — National Association of Fleet Administrators' Advanced Fleet Management, Course 90, Radisson Plaza Hotel, Charlotte, NC.

19-21 — Automotive Fleet and Leasing Association Convention, Pheasant Run, St. Charles, IL.

29-30 — American Automotive Leasing Association Mid-Year Meeting, Westin O'Hare, Chicago, IL.

Gas Prices

City	UNLEADED Cost Per Gallon Unleaded Full-Serve	Self-Serve
Juneau, AK	161.5	152.4
Kingman, AZ	160.9	126.9
Bakersfield, CA	154.2	135.2
Miami, FL	148.1	120.0
Honolulu, HI	169.2	150.3
Indianapolis, IN	153.9	129.9
St. Cloud, MN	156.4	133.9
Joplin, MO	121.4	114.9
Tupelo, MS	145.4	127.4
Elko, NV	155.9	139.9
Tulsa, OK	129.6	113.2
Reading, PA	147.4	121.4
Bellaire, TX	141.9	108.4
Arlington, VA	152.9	121.9
Yakima, WA	172.4	131.4

Survey conducted during the first five working days of June, 1985.
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Fleet Car Registrations

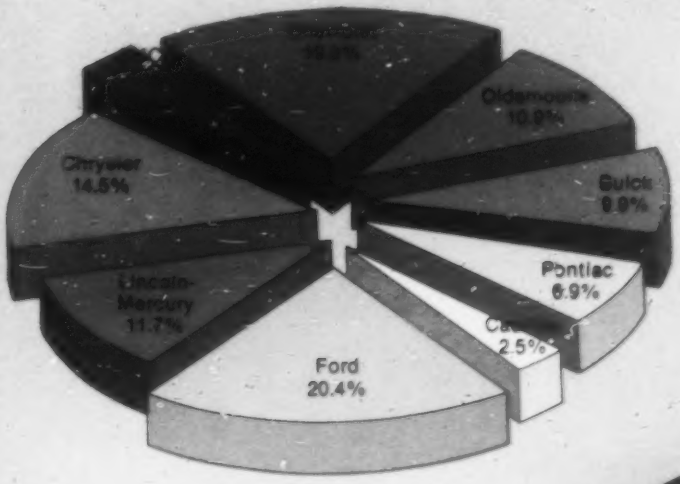
First Six Months '85 Model Year vs. First Six Months '84 Model Year

MODEL	1984 Model Year Total	1984 1st 6 mos. MYTD	1985 1st 6 mos. MYTD
SUBCOMPACT			
Charger	3,233	1,638	1,438
Encore	10,191	7,226	7,239
Eagle	4,692	3,043	1,963
Alliance	18,856	11,323	17,277
Skyhawk/SW	8,299	3,551	3,609
Cavalier/SW	44,895	22,188	35,227
Chevette	22,205	13,560	11,501
Omni	11,712	7,329	5,921
Escort	53,123	25,635	37,818
Mustang	26,661	16,102	14,419
Lynx	9,317	5,652	9,213
Capri	3,724	3,036	1,228
Tirenza	6,467	2,758	3,945
Horizon	13,448	8,762	7,915
Turismo	3,244	1,876	1,486
T-1000	2,706	842	1,389
Total Subcompact	250,826	134,521	161,588
COMPACT			
Skylark	18,758	9,623	15,197
Citation	25,111	11,719	12,703
Aires	45,445	28,720	21,859
Tempo	78,137	44,322	42,845
Topaz	27,580	19,283	14,086
Omega	6,588	3,755	182
Reliant	61,838	36,905	23,325
Phoenix	3,456	1,547	269
Laser	4,672	1,810	1,863
Daytona	4,038	1,654	1,629
J-2000/Sunbird	13,583	6,667	7,260
Fiero	5,227	2,191	2,492
EXP	1,805	410	1,597
Merkur XR4Ti	0	0	196
Grand Am	0	0	5,801
Calais	0	0	5,362
Somerset Regal	0	0	3,915
Total Compact	296,732	172,596	160,184

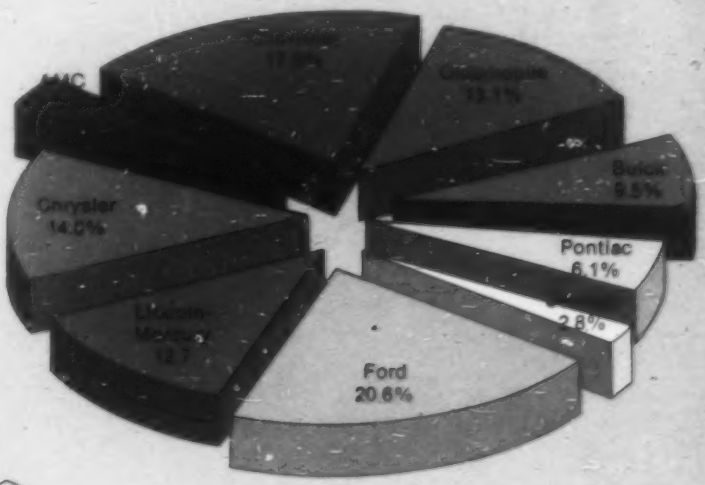
MODEL	1984 Model Year Total	1984 1st 6 mos. MYTD	1985 1st 6 mos. MYTD
STANDARD			
LeSabre	16,300	8,863	9,212
Impala/Caprice	55,182	25,630	26,202
Diplomat	11,372	3,073	6,203
LTD Crown Vic.	45,141	16,510	19,329
Gr. Marquis	14,828	11,470	11,887
Delta 88	31,409	16,377	15,596
Gran Fury	6,170	2,270	3,071
Parisienne	4,576	2,073	2,724
Total Standard	186,997	86,266	94,224
INTERMEDIATE			
Lancer	0	0	4,245
LeBaron GTS	0	0	3,731
Regal/SW	42,960	27,272	14,871
Century	42,148	19,373	24,817
Celebrity	91,202	43,423	50,416
LeBaron	17,011	9,135	7,369
"E" Class/NY	12,807	8,064	2,537
600	12,535	6,392	8,356
LTD/Granada	79,457	43,740	41,990
Marquis	18,745	12,763	16,601
Cutlass	74,159	44,953	25,734
Ciera	54,878	28,668	29,606
6000	33,786	16,639	19,546
Bonneville	14,462	8,732	7,934
Monte Carlo	12,845	8,460	7,528
Thunderbird	37,941	22,444	20,393
Cougar	24,215	15,385	13,334
Grand Prix	9,185	5,589	5,417
Camaro	27,417	18,221	12,552
Firebird	10,026	5,874	5,001
Caravelle	0	0	6,964
Total Intermediate	617,754	345,127	342,141
LUXURY			
Corvette	3,858	1,773	2,287
Electra	11,847	4,791	4,983
Riviera	7,332	4,518	6,307
Seville	7,266	2,869	2,348
Fleetwood	27,195	2,832	4,144
Eldorado	10,480	5,563	4,336
Toronado	5,559	3,397	1,970
NY Fifth Ave.	7,994	4,262	13,030
98 RWD	15,918	7,843	188
98 FWD	*	10	7,983
Electra RWD	12,520	4,775	163
Electra FWD	*	16	4,820
DeVille RWD	*	10,457	755
DeVille FWD	*	11	8,443
Fleetwood RWD	27,195	2,829	2,215
Fleetwood FWD	*	3	1,929
Town Car	56,913	24,660	26,267
Mark VII	*	8,998	1,896
Continental	*	3,067	2,967
Total Luxury	194,077	88,824	98,555
Total Domestic	1,548,088	790,547	855,898

*Registrations are grouped by manufacturers with comparable models.

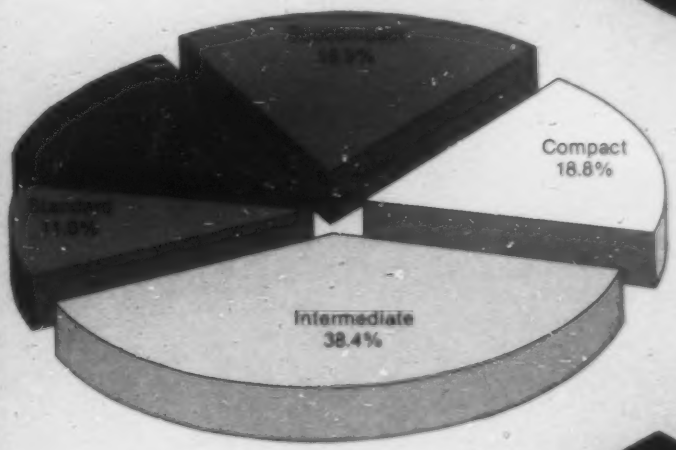
Dividing the Fleet Pie



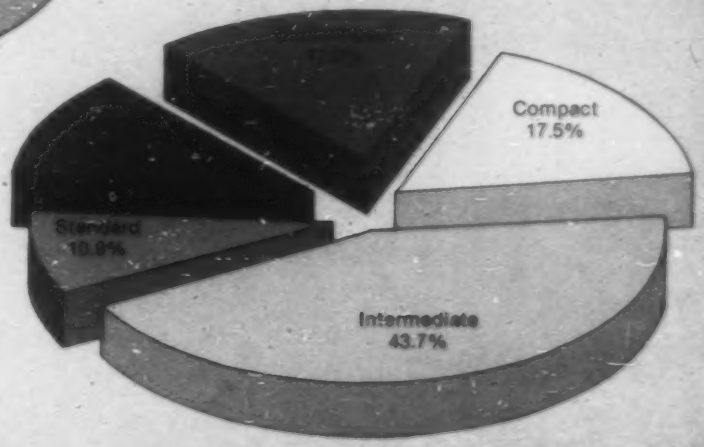
First Six Months of '85 Model Year
Percentage of Fleet Sales by Manufacturer



First Six Months of '84 Model Year
Percentage of Fleet Sales by Manufacturer



First Six Months of '85 Model Year
Percentage of Fleet Sales by Size Category



First Six Months of '84 Model Year
Percentage of Fleet Sales by Size Category

Source: *Automotive Fleet* Research Dept.

Used Cars

The following are average car prices for the period ending June 5, 1985. Prices are based on wholesale activity at major dealer auctions across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically on IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
83 AMC ALLIANCE			
Sdn	3981	4021	3943
83 AMC CONCORD			
Sdn	4004	4040	3965
Sta Wgn	4226	4271	4184
83 BUICK SKYLARK			
Sdn Custom	4583	4631	4540
82 BUICK SKYLARK			
Sdn	3742	3781	3706
83 BUICK REGAL			
Sdn	5888	5946	5827
Cpe	5807	5867	5751
82 BUICK REGAL			
Turbo Cpe	5494	5550	5438
Cpe	5321	5375	5268
83 BUICK CENTURY			
Sdn Custom	5888	5946	5827
82 BUICK CENTURY			
Sdn Custom	4996	5044	4946
83 CADILLAC			
Cpe DeVille	10248	10352	10148
Sdn DeVille	10189	10291	10086
82 CADILLAC			
Cpe DeVille	8454	8535	8366
Sdn DeVille	8400	8483	8318
83 CHEVY			
Chvt Htchbk 4-Dr	2840	2871	2815
Camaro Cpe 8	6586	6661	6529
82 CHEVY			
Chvt Htchbk 4-Dr	2244	2266	2222
Camaro Cpe 8	5711	5767	5653
83 CHEVY CELEBRITY			
Sdn	5489	5543	5431
82 CHEVY CELEBRITY			
Sdn	4572	4614	4525
83 CHEVY CAVALIER			
Sdn	4617	4664	4570
82 CHEVY CAVALIER			
Sdn	3722	3760	3687
83 CHEVY CITATION			
Cpe 6	3727	3765	3689
82 CHEVY CITATION			
Cpe 6	2863	2892	2832
83 CHEVY MALIBU			
Clas Sdn	5409	5463	5657
Clas Sta Wgn	5631	5686	5573
82 CHEVY MALIBU			
Clas Sdn	4477	4522	4433
Clas Sta Wag	4673	4718	4626
83 CHEVY MONTE CARLO			
Cpe	6135	6196	6075
82 CHEVY MONTE CARLO			
Cpe	5112	5164	5060
83 CHEVY IMPALA			
Sdn	5745	5803	5689
82 CHEVY IMPALA			
Sdn	4627	4675	4584
Wgn 9	4808	4857	4759
83 CHEVY CAPRICE			
Sdn	6433	6495	6368
Sta Wag	6654	6720	6586
83 CHRYSLER			
E-Class Sdn	5616	5672	5799
82 CHRYSLER			
New Yorker Sdn	6909	6978	6840
83 DODGE OMNI			
4 Dr Cust	3561	3596	3526
82 DODGE OMNI			
4 Dr Cust	2729	2757	2701
83 DODGE ARIES			
Cpe	4183	4226	4143
82 DODGE ARIES			
Sdn	3221	3253	3189
83 DODGE DIPLOMAT			
Sin Sdn	4769	4816	4722
82 DODGE DIPLOMAT			
Sin Sdn	3856	3896	3819
83 FORD FAIRMONT			
Futura 6-Cyl Sdn 4 Dr	4060	4099	4018
82 FORD FAIRMONT			
Futura Sdn 4-Dr	3218	3250	3187
83 FORD MUSTANG			
L-Cpe 4	4496	4543	4452
82 FORD MUSTANG			
L-Cpe 4	3628	3667	3593
83 FORD LTD			
Sdn	4912	4962	4862
82 FORD LTD			
Sdn	4839	4890	4790
83 FORD ESCORT			
Htchbk 4 Dr	3504	3539	3460
83 FORD CROWN VIC			
Sdn	7248	7322	7174
82 FORD CROWN VIC			
Sdn	4528	4570	4482
83 FORD THUNDERBIRD			
Cpe	6531	6596	6467
82 FORD THUNDERBIRD			
Cpe	5155	5204	5103
83 LINCOLN CONTINENTAL			
Sdn	12348	12471	12226
Mark VI Cpe	12476	12599	12351
82 LINCOLN CONTINENTAL			
Sdn	10196	10295	10092
Mark VI Cpe	10404	10508	10302
82 MERCURY COUGAR			
Cpe	6660	6715	6584
82 MERCURY COUGAR			
GS Cpe	3820	3856	3779
Sdn	3820	3856	3779
83 MERCURY LYNX			
HtchBk 2-Dr	3450	3486	3417
83 MERCURY MARQUIS			
Sdn	4972	5023	4925
82 MERCURY MARQUIS			
Sdn	5089	5140	5035
Wgn-2S	5246	5298	5192
83 OLDS CIERA LS			
Cpe	5803	5862	5746
Sdn	5880	5939	5819
83 OLDS CUTLASS SUPREME			
Cpe	6363	6427	6298
Sdn	6185	6249	6126
82 OLDS CUTLASS SUPREME			
Sdn	5228	5280	5177
Cpe	5433	5488	5378
83 OLDS DELTA			
Sdn	6539	6603	6477
83 PLYMOUTH HORIZON			
4 Dr Htchbk	3464	3498	3429
83 PLYMOUTH RELIANT			
Cpe	4195	4237	4153
82 PLYMOUTH RELIANT			
Cpe	3211	3243	3177
82 PONTIAC FIREBIRD			
Cpe 8	6665	6731	6599
82 PONTIAC BONNEVILLE			
Sdn 6	4921	4971	4872
83 PONTIAC 6000			
Cpe	5646	5703	5590
Sdn	5725	5780	5664
83 VOLKSWAGEN RABBIT			
2 Dr Htchbk	4251	4293	4209
82 VOLKSWAGEN RABBIT			
2-Dr Htchbk	3256	3288	3223
83 DATSUN			
Sentra 2 Dr Std Sdn	3768	3805	3731
Stanza Hbk 4 Dr Dlx	5002	5056	4956
82 DATSUN			
210 Std 2 Dr	2762	2789	273[illegible]
Sentra 2 Dr	3127	3159	30[illegible]
Stanza Hbk 4 Dr Dlx	4253	4296	4[illegible]
83 TOYOTA			
Corolla Sedan 2 Dr	4653	4700	4606
Celica St	6588	6654	6522
Camry	8381	8465	8297
82 TOYOTA			
Corolla 2 Dr Sdn	3801	3839	3764
Celica St Cpe	5351	5404	5297
Corona Sdn Lux	5393	5436	5329